

[54] **SYSTEM FOR IDENTIFYING HEAVY PRODUCT PURCHASERS WHO REGULARLY USE MANUFACTURERS' PURCHASE INCENTIVES AND PREDICTING CONSUMER PROMOTIONAL BEHAVIOR RESPONSE PATTERNS**

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[58] Field of Search 364/401, 402, 405; 235/376, 383, 381

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[57] **ABSTRACT**

There is provided a system and methodology for identifying the heaviest product purchasers who regularly use coupons and determining their promotional behavior response patterns of which involves initially preparing a list of names and addresses of consumers who are the most likely heaviest product purchasers who are regular coupon users and then delivering to them a plurality of product purchase incentives such as cents off coupons. The delivery of the coupons to the selected consumer households would also include at least one and preferably a plurality of consumer activated encoding devices each of which being designed to be attached to a coupon. The at least one consumer activated encoding device delivered to each consumer includes the name and address of the receiving consumer in machine readable language. Those coupons having the attached encoding devices are received for redemption like other coupons, however, the names and addresses of the consumers submitting the encoded coupons received for redemption are read and recorded and a refined list of consumer names and addresses that actually redeem cents-off coupons is created from the initial prepared list of consumers. Additionally, by including machine readable data relative to the product, such as size, price, etc., on every coupon and by periodically delivering additional coupons and consumer-activated encoding devices to the refined list of consumer names and addresses and analyzing the redemption characteristics of the various coupons, the consumer promotional behavior response can be determined and thus consumer promotional behavior response patterns can be predicted with a high degree of accuracy.

26 Claims, 4 Drawing Sheets

